



CALIFORNIA TECHNOLOGY, TRADE AND COMMERCE AGENCY

January 2002

STATE OF CALIFORNIA

Gray Davis
Governor

Lon S. Hatamiya
Secretary

As Chair and Vice-Chairs of the California Travel and Tourism Commission (CTTC), we are pleased to provide your business with your 2001/02 Tourism Assessment Form and instructions. This mandatory assessment of businesses that benefit from increased tourism to California is a result of the industry-wide passage of the California Tourism Marketing Act in October 1997. The referendum also established that businesses may pass along assessments to their customers.

Most likely, you are aware of the strong economic impact the California tourism industry generates, and you will find statistics in the Background section of this document (page 2). You may also be aware of the continued increase in competition within the industry and the net effect of a downward trend in visitor market share that California had previously experienced. With the support of approximately 3,200 businesses like yours and the establishment of an assessment program that is used for a variety of statewide marketing programs, along with our industry partners, we have been able to reverse this downward trend and increase California's market share from 9.9% to 11% – resulting in millions of incremental person trips and billions of dollars in visitor spending infused into the California economy.

We are very excited about the wealth of new programs that originated as a result of CTTC funding, such as the *"Adventures in Wild California"* IMAX film that is showing in theaters worldwide. The film has received excellent reviews and is a tremendous marketing and sales tool for the state. This IMAX film is projected to generate up to five billion gross impressions on California as a travel destination. CTTC funding also provided a strong boost to other core California Tourism programs, including a 70% funding increase to the year 2000 advertising campaign, which generated an additional 8 million visitors, \$4.5 billion in travel and tourism spending and \$159 million in tax revenue in the year 2000.

State law requires the completion and return of the enclosed two-page form. The form must be mailed (with payment, if applicable) no later than the due date. A return envelope is enclosed for your convenience. Additional information about California's tourism marketing program is available on the Internet at visitcalifornia.com. Click on Assessment in the left-hand navigation, which includes a variety of program information.

The Assessment Program payments that fund CTTC's marketing programs have made a strong fiscal impact on California's economy. We thank you in advance for your continued support of California's travel industry.

Sincerely,

Lon S. Hatamiya, Secretary

California Technology, Trade & Commerce Agency and Chair, California Travel and Tourism Commission

James O. Abrams, Executive Vice President

California Hotel & Lodging Association and Vice Chair, California Travel and Tourism Commission

Bob Roberts, Executive Director

California Ski Industry Association and Vice Chair, California Travel and Tourism Commission

Division of Tourism

Main Office

801 K Street
Suite 1918
Sacramento, CA
95814-3520

Assessment Program

P.O. Box 2007
Sacramento, CA
95812-2007

Tel. (916) 322-2881
Fax (916) 322-3402
<http://gocalif.ca.gov>

Background

Travel and tourism is one of the leading industries in the world. In the year 2000, California tourism generated more than \$75.4 billion in tourism spending and \$4.9 billion in tax revenue, and employed nearly 1,109,000 Californians. Year 2000 figures show that travel spending in California grew 8% over 1999, representing the first increase in California travel spending in almost a decade. These significant economic advances would not have been possible without the increased funding from the passage of the California Tourism Marketing Act (CTMA) in 1997. In fact, before the assessment program, California faced increasing competition from other destinations and a budget that did not grow with inflation – which resulted in a 1-2% annual loss of tourism market share over the prior eight years, and losses of about 70,000 jobs and \$6.5 billion in visitor spending *each year*.

Reliance solely on fiscal year 2000 state funding, without any assessment dollars, ranked California's tourism budget at 31st among other state tourism programs – a far cry from most of its major competitors. However, with the industry-wide passage of the CTMA and the resulting assessment funding, California advanced to 13th nationally in state tourism funding. This referendum provided for a process for businesses that benefit from money spent by travelers in California to assess themselves on a mandatory basis in order to finance a larger statewide tourism marketing program. This original referendum passed by a considerable 68 percent margin, establishing the California Travel and Tourism Commission (CTTC) and a statewide marketing fund derived from mandatory assessments collected by the California Technology, Trade and Commerce Agency. In October 2001, after two years of operation on the CTTC industry-directed marketing plan, which contained programs that lead to a market share increase from 9.9 to 11 percent (resulting in an additional 39 million person trips and \$10.6 in visitor spending in California), another vote took place. Assessed businesses also passed this referendum by a convincing 84 percent margin.

The rate of assessment is 45 cents per one thousand dollars of travel and tourism revenue. **All businesses receiving a Tourism Assessment Form are required to complete and return the form** in order to determine whether or not they must pay an assessment for the current year. **The CTMA states that businesses may pass assessments onto customers.**

The CTTC is managed by 37 appointed and elected commissioners, a statewide marketing committee, and an executive director selected by the travel industry. These committees and individuals direct the CTTC's marketing programs, where assessment funds are used for: television and print advertising, production and distribution of printed visitor information materials, a web site, promotion of California's lesser-known and under-utilized destinations, and cooperative marketing partnerships such as Shop California, Dine California, Outdoor Recreation, Cultural Tourism, the *Adventures in Wild California* IMAX film and other critical programs that benefit regions, groups of like businesses, and/or companies new to tourism. Many of these programs represent opportunities for companies, such as yours, to partner with the CTTC and California Tourism. If interested in participating, please contact the CTTC at (916) 322-5000 to receive the latest California Tourism Cooperative Opportunities Brochure.

The October 2001 vote and passage of the CTMA by an 84 percent margin is a reaffirmation that companies directly benefiting from money spent by travelers want to continue taking an active role in promoting California and maintaining vital market share. All businesses that paid 2000-01 assessment fees by the voting deadline of March 15, 2001 were eligible to vote and received detailed educational materials to help them make their decision. By voting to continue the CTTC, the thousands of assessed businesses like yours, have made it possible for the California travel industry to collect an estimated \$22 million in assessments over a four-year period. These funds will enable the CTTC and the travel industry to continue to reverse the dangerous trend of lost market share, and to ensure the growth of new and repeat visitor business and the viability of a strong California economy.

General Instructions

Completion of this form is required by state law to meet annual filing requirements of the California Tourism Marketing Act, to claim exemption status and/or to amend previously submitted information. The information must be true, correct and complete.

Submitting the Form: The Tourism Assessment Form must be completed and payment must be postmarked by the due date shown on the front of the form above the mailing address. Make checks payable to: **California Travel and Tourism Commission (CTTC)**, and **mail with the form to the California Trade and Commerce Agency, P.O. Box 2007, Sacramento, CA 95812-2007. If you need assistance, please contact us at (916) 322-2881 Monday through Friday 8:00 a.m. to 5:00 p.m. or visit our web site at visitcalifornia.com.** Click on the Business Center, which includes a variety of program information.

Penalties: A late fee of 10% per annum will be assessed on late payments. Any business failing to provide information necessary to determine its assessment shall owe the segment maximum of \$250,000.00. (California Government Code Section 15372.110 (b)).

Multiple Locations: Businesses with multiple California locations (see Business Location in "Key Definitions" on Page 3) must either complete a Tourism Assessment Form **for each location** or utilize a Tourism Assessment Spreadsheet listing **all California locations**. A spreadsheet is available by calling (916) 322-2881.

New Business/Change of Ownership/Close of Business: The owner of record as of the printed due date is responsible for completing the form.

Exemptions

Some individual business locations that receive this form may receive negligible benefit from travel and tourism and therefore will be EXEMPT from any assessment. **The only way we will know that your business is exempt is if you complete and return the enclosed form.**

- You are exempt if you are a public body, which is defined as a public entity or a corporation where a majority of the corporation's board of directors is appointed by a public official or public entity, or serves on the corporation's board of directors by virtue of being elected to public office, or both. A public entity is an agency, department or instrumentality of the United States, State of California, or any political subdivision thereof. A public official is an employee of a public body or a person elected to the public body, who serves as a representative of that public body when making the appointment.
- You are exempt if you are a regular route intrastate and interstate bus service.
- You are exempt if you are not in an industry segment as explained in Key Definitions below.

You are exempt for this fiscal year's assessment cycle if any one of the following applies:

- Your California gross receipts are less than \$1 million.
- Less than 8 percent of the California gross receipts for this business is "travel and tourism revenue".
- You are a travel agency/tour operator that receives less than 20 percent of your California gross receipts from travel and tourism to places within California.
- After completing the calculations on the Tourism Assessment Form, you determine that the travel and tourism assessment would be less than \$50 for this business location.

Key Definitions

Assessment - The amount of annual fees owed by the business location.

Authorized Representative - A person authorized by the business to provide the information and sign the Tourism Assessment Form. Examples of authorized representatives include sole proprietors, corporate officers, general partners, and fiduciaries.

Business - An individual (sole proprietor), partnership, fiduciary, corporation, association, limited liability company, or any other business organization, whether operating on a profit or nonprofit basis.

Business Location - The street address where travel and tourism revenues are generated by a business.

A Tourism Assessment Form must be filed for each business location, unless a completed Tourism Assessment Spreadsheet is filed. A business has more than one location if the activities of the business have different street addresses, except the following shall be treated as a single Business Location: A Business Location with two or more street addresses and the locations of the street addresses are under common ownership, located on a single site (contiguous property under common ownership), and under the direction of a single Authorized Representative; or, two or more street addresses separated by a single street which are represented and promoted as one Business entity.

California Gross Receipts - Gross receipts, less returns and allowances, from sales in California. For example, the amount shown on line 1c on Schedule F (FTB Form 100); Line 3 on Schedule C (IRS Form 1040), or for multi-state operations, Column (b) on Line 3 of FTB Schedule R-1 (Total sales). For travel agencies, income from commissions and fees from sales of travel to places within CA.

Industry Categories/Segments - There are four Industry Categories: A) Accommodations; B) Restaurants and Retail; C) Attractions and Recreation; and D) Transportation and Travel Services. Industry Segments are subsets of these four Industry Categories and are subject to assessment. Please see Page 4 for a listing of Industry Segments within each Industry Category. Businesses benefiting from travel and tourism should use the Industry Segment which most closely describes their principle business activity.

Travel and Tourism Revenue - California gross receipts derived from expenditures to and/or within California by people who (1) travel at least 50 miles from home, one way, for purposes other than commuting to work or school; or (2) have an overnight accommodation as part of the travel, regardless of the distance or purpose traveled. "Home" as used in the definition of travel and tourism revenue means the place where the person has resided for the most recent 31 consecutive days.

Industry Categories/Segments

A ACCOMMODATIONS

A100 Bed and breakfast inn
A105 Campground
A110 Campsite
A115 Casino hotel
A120 Dude ranch
A125 Hotel
A135 Inn
A140 Lodging house, except organization
A145 Lodging house, organization
A150 Motel
A160 Motor Inn
A165 Recreational vehicle park
A170 Resort hotel
A185 Ski lodge
A190 Tourist camp, cabin, cottage, and/or court
A195 Trailer park
A200 Vacation lodge

B RESTAURANTS & RETAIL *

RESTAURANTS

B100 American restaurant
B105 Barbecue restaurant
B110 Cajun restaurant
B115 Carry-out only (except pizza) restaurant
B120 Chicken restaurant
B125 Chinese restaurant
B130 Commissary restaurant
B135 Drive-in restaurant
B140 Ethnic food restaurant
B145 Family restaurant
B155 Fast food restaurant
B165 Fast food stand
B170 French restaurant
B175 German restaurant
B180 Greek restaurant
B185 Health food restaurant
B190 Indian restaurant
B195 Italian restaurant
B200 Japanese restaurant
B205 Korean restaurant
B210 Lebanese restaurant
B215 Lunch counter (restaurant)
B220 Mexican restaurant
B225 Pakistani restaurant
B235 Seafood restaurant
B240 Spanish restaurant
B245 Sushi bar
B250 Steak restaurant
B255 Thai restaurant
B260 Vietnamese restaurant

EATING PLACES

B300 Box lunch stand
B305 Buffet
B310 Cafeteria*
B315 Café
B320 Chili stand
B325 Coffee shop
B330 Concessionaire
B335 Contract food services*
B340 Delicatessen
B345 Diner
B350 Dinner theater
B355 Eating place
B360 Food bars
B365 Frozen yogurt stand
B370 Grill (eating place)
B375 Hamburger stand
B380 Hot dog stand
B385 Ice cream stands or dairy bars
B390 Luncheonette
B395 Lunchroom
B400 Oyster bar
B410 Pizzeria
B415 Sandwiches and submarines shop
B420 Seafood shack
B425 Snack bar

B430 Snack shop
B435 Snow cone stand
B440 Soda fountain stand
B445 Soft drink stand
DRINKING PLACES

B500 Drinking places
B505 Bar
B510 Bars and lounges
B515 Beer garden
B520 Cocktail lounge
B525 Saloon
B530 Tavern
B535 Wine Bar

NIGHT CLUBS

B600 Night clubs
B605 Cabaret
B610 Discotheque

RETAIL

B700 Art dealers
B705 Athletic shoes
B710 Books
B715 Camera, photo
B720 Children's apparel
B725 Children's shoes
B730 Computer & software
B735 Department stores, discount
B740 Department stores, non-discount
B745 Family apparel
B750 Family shoes
B755 Florists
B760 Gems and precious stones
B765 Gift, novelty; souvenir
B770 Hobby, toys, games
B775 Jewelry
B780 Luggage, leather
B785 Men's shoes
B790 Men's/boys apparel
B795 Misc. apparel
B800 Misc. general merchandise stores
B805 Misc. home furnishings
B810 News stands
B815 Optical
B820 Radio, television, electronics
B825 Record & tape
B830 Specialty sporting goods
B835 Sporting goods
B840 Stationery
B845 Tobacco
B850 Variety Stores
B855 Women's apparel
B860 Women's shoes
B865 Women's specialty apparel

C ATTRACTIONS AND RECREATION

C100 Aerial tramway or ski lift, amusement/scenic
C105 Air shows
C110 Amusement concession
C115 Amusement parks
C120 Amusement ride
C125 Animal and reptile exhibit, w/admission fee
C130 Aquarium, w/admission fee
C135 Aquariums and zoological gardens, w/admission fee
C140 Arboretum, w/admission fee
C145 Art gallery, w/admission fee
C150 Art gallery, noncommercial, w/admission fee
C155 Arts or science center w/admission fee
C160 Ballet production
C165 Beach & water sports equip. rental & services
C170 Botanical garden, w/admission fee
C175 Cave operation
C180 Concession operator
C185 Fair
C190 Festival operation
C195 Fishing boats, party, operation
C200 Fishing lakes and piers, operation
C205 Gambling establishment
C210 Gambling machines, operation
C215 Historical society, w/admission fee

C220 Hot air balloon rides
C225 Houseboat rentals, 30 days or less
C230 Marine basins, rental of 30 days or less
C235 Museum, w/admission fee
C240 Observation tower operation
C245 Opera company
C250 Pack train, for amusement
C255 Performing arts center production
C260 Pier, amusement
C265 Planetarium, w/admission fee
C270 Plays, road and stock companies
C275 Pleasure boat rental, 30 days or less
C280 Recreation equipment rental
C285 Repertory, road/ stock companies; theatrical
C290 Rodeo operation
C295 Rowboat and canoe rental, 30 days or less
C300 Saddle horse rental of 30 days or less
C305 Sailboat rental, 30 days or less
C310 Scenic railroads for amusement
C315 Ski rental concession
C320 Spas
C325 Sporting goods rental, not elsewhere classified
C330 Summer theater
C335 Surfing equipment rental, 30 days or less
C340 Symphony orchestra
C345 Theatrical companies
C350 Theme park, amusement
C355 Tourist attraction, commercial
C360 Tourist attractions, amusement park concessions and rides
C365 Waterslide operation
C370 Wax museum, commercial
C375 Yacht basins, rental of 30 days or less
C380 Zoological garden, commercial
C385 Zoological garden, noncommercial, w/admission fee

D TRANSPORTATION AND TRAVEL SERVICES *

D100 Airport ground transportation service
D105 Automobile rental, with driver
D110 Charter buses, excursions except interstate, revenue reportable to PUC
D115 Cruise ships/deep sea passenger transport, revenue reportable to PUC
D120 Excursion boat operators/ inland water local tours
D125 Ferries operating across rivers or w/in harbors
D130 Filling station, gasoline (exempt diesel fuel sales)
D135 Gasoline service station (exempt diesel fuel sales)
D140 Inland water taxis/ferries
D145 Intercity highway transport, special service
D150 Interstate bus line, revenue reportable to PUC
D155 Intraport transportation
D160 Limousine rental, with driver
D165 Local bus charter service
D170 Local passenger transportation not classified elsewhere
D175 Local rental transportation
D180 Marine service station
D185 Motor home rental
D190 Motorcycle rental
D195 Passenger car rental
D200 Rafting tours
D205 Recreational vehicle rental
D210 Rent-a-car service
D215 Sightseeing boats
D220 Sightseeing bus, revenue reportable to PUC
D225 Taxicabs
D230 Tour and guide services
D235 Tour operators/packagers & wholesalers
D240 Travel agencies
D245 Water taxis

*** Use the Industry Segment which most accurately describes your principle business activity.**

*Excluded: (a) contract feeders serving hospitals, schools, prisons, employee cafeterias and/or restaurants, (b) catering vendor trucks serving job sites and other employment locations, (c) restaurants on university campuses and military bases, and (d) regular route intrastate and interstate bus service.



COMPLETE AND RETURN THIS FORM, WITH PAYMENT DUE, BY THE DATE
SHOWN ABOVE YOUR ADDRESS ON THIS FORM

California Tourism Marketing Act
TOURISM ASSESSMENT FORM 2001/2002

A TOURISM ASSESSMENT FORM MUST BE COMPLETED FOR EACH BUSINESS LOCATION
UNLESS A TOURISM ASSESSMENT SPREADSHEET IS COMPLETED. For assistance call (916) 322-2881.

Complete Name & Address for Billing Correspondence

Complete Name & Address of Business Location

1. If one or more of the preprinted addresses is incorrect (or missing), please enter the correct information below.

- | | |
|---------------------------|---------------------------------------|
| a) Billing Name _____ | d) Location Name (if different) _____ |
| b) Billing Address _____ | e) Location Address _____ |
| c) City, State, ZIP _____ | f) City, State, ZIP _____ |

2. Enter the Federal Employer Identification Number (FEIN) for this business,
or if no FEIN exists, enter the Social Security Number (SSN) of the primary owner.2 _____
(The inclusion of a FEIN or SSN is mandatory pursuant to the provisions required by the California Marketing Act (Government Code Section 15372.60 et seq.). The number will be used as an identifier for the business location.) (Enter FEIN or SSN)

3. To determine if your business is exempt, refer to Page 3 for the "**Exemptions**" section, and Page 4 for the "**Industry Categories/ Segments**" list.

3a) If none of your business revenue is derived from an Industry Segment **not listed** on Page 4, check this box ☐
and state the principal activity on the line below:

3b) If any of the following apply to this Business Location, enter the appropriate number in this box: ☐
(Please refer to "Key Definitions" on Page 3 for an explanation of the following terms.)

- | | |
|--|---|
| (2) travel agency/tour operator, less than 20% from within California; | (4) less than 8% of gross receipts from travel and tourism; |
| (3) public body; | (5) gross receipts less than \$1 million. If less than \$1 million check the appropriate box below: |
| <input type="checkbox"/> Less than \$500,000 | <input type="checkbox"/> \$500,000 - \$799,999 <input type="checkbox"/> \$800,000 - \$999,999 |

*If you made an entry in box 3a or 3b, you are an Exempt Business or Exempt Business Location.
Go directly to line 14. Otherwise, go to line 4.*

4. Enter the code number from the Industry Segment list (Page 4) from which the Business Location earns the greatest portion of its California gross receipts (e.g. the "Bed and Breakfast Inn" code number is A100)..... 4 _ _ _ _

5. **Optional Payment.** If you wish to **voluntarily** pay the maximum assessment, go directly to line #13.

6. Enter the ending month and year of your accounting period from your most recently filed tax return. (For example, for the calendar year 2000, enter 12/00) 6 _ _ / _ _

7. Enter your California gross receipts for the period on line 6, for this Business Location (refer to "Key Definitions" on Page 3). DO NOT attach copies of income tax returns.

..... 7 _____ | 00

7a) If California gross receipts information is not available, indicate reason and transaction date below, then proceed to line 13.

- | | |
|---|---|
| <input type="checkbox"/> Business bought/sold(circle one) If sold, enter buyer's name & address below | <input type="checkbox"/> Business opened/closed(circle one) |
| Date _____ Buyer _____ | Date _____ |

Only the following **exempt revenues** shall be subtracted from California gross receipts (line 7) prior to entering an amount on Line 8.

- Revenues from rentals of more than 30 days for each of the following: canoes, houseboats, pleasure boats, rowboats, sailboards, surfing equipment and spaces in marine and yacht basins.
- All revenues from interstate transportation and sales of diesel fuel, and all revenues from regular route intrastate and interstate bus service.

8. From the amount on line 7, subtract **exempt revenues** as defined above (if applicable) and enter the **balance** here:

..... 8 _____ | 00

9. Enter the estimated percentage of line 8 that is derived from travel and tourism revenue, example: 100% would be written as 1.00. (Refer to Page 3 for definition of Travel and Tourism Revenue.) 9 ____ . ____

If line 9 is less than 8% (.08), you are an Exempt Business Location and not subject to a travel and tourism assessment for this year. Go directly to line 14. If line 9 is equal to or greater than 8%, go to line 10.

(You are not required to show your method of calculating your percentage of travel and tourism, but are required to retain the method for three years and to produce it, if requested.)

10. Multiply line 8 by line 9 and enter the result here. 10 _____ | 00

11. Multiply line 10 by .00045 (assessment rate) and enter the result on line 11. This is your travel and tourism assessment for this year. 11 _____ | 00

If line 11 is less than \$50, you are an Exempt Business Location and not subject to a travel and tourism assessment for this year. Do not send payment. Go directly to line 14.

12. If the amount shown in line 11 is equal to or greater than \$50, please pay the amount due by check or money order payable to: California Travel and Tourism Commission. **Check must be accompanied by an assessment form.**

13. **Optional Payment.** If you wish to **voluntarily** pay the maximum assessment, enter **“\$250,000.00”** on line 13 and send payment of \$250,000.00 to the California Travel and Tourism Commission..... 13 _____ | 00
Proceed to line 14. If you do not wish to pay the maximum assessment go back to line 6.

14. Under penalty of perjury, I declare that I have examined the above information and to the best of my knowledge and belief, it is true, correct, and complete.

_____ Authorized Representative <small>Please Print</small>	_____ Title	_____ Signature
(____) _____ Phone Number	(____) _____ Fax Number	_____ Date
E-Mail Address: _____		

(Please note: A person who provides false information is civilly liable for up to \$10,000 in addition to the amount of assessment as per Government Code Section 15372.121.)

**YOU MUST RETURN THE COMPLETED FORM WHETHER OR NOT PAYMENT IS DUE.
RETAIN A COPY FOR YOUR RECORDS.**

Mail to: California Travel and Tourism Commission (CTTC), and send to the California Trade and Commerce Agency, P.O. Box 2007, Sacramento, CA 95812-2007.

For assistance, call (916) 322-2881 Monday through Friday 8:00 a.m. to 5:00 p.m. Please visit our website at <http://visitcalifornia.com> for additional forms and information about the California Tourism Marketing Program and the Assessment Program.



(OPTIONAL)

Marketing & Communications

Throughout the year, the California Travel & Tourism Commission (CTTC) will be sending out information summarizing a variety of marketing and promotional programs and their corresponding impact on the California travel industry and economy. Many of these programs represent opportunities for your company to partner with the CTTC and California Tourism. To make sure your company receives these opportunities and updates in a timely manner, we would like to obtain accurate contact and mailing information. As well, we would like to offer you the opportunity to have a listing on the upcoming CTTC web site. Consumers and the travel trade will be able to access this listing, so submit the most appropriate contact information. If you are a chain, you may submit a listing form for each property in your chain, reproducing this form as needed.

PLEASE TYPE OR PRINT CLEARLY

MARKETING & COMMUNICATIONS INFORMATION

Name of Business: _____ **ID#:** _____
(from Assessment Form)

Name of CEO: _____ **Phone:** _____

(Check one)

- ☐ Use Billing address, as reported on the Tourism Assessment Form
☐ Use Business Location address, as reported on the Tourism Assessment Form
☐ Other address: _____ State & Zip: _____

Where should Marketing & Communications information be sent?

(Check one)

- ☐ Marketing/Sales Director ☐ PR/Communications Director ☐ Other: _____

(Check one for mailing address)

- ☐ Use Billing address as reported on the Tourism Assessment Form
☐ Use Business Location address as reported on the Tourism Assessment Form
☐ Other address: _____ State & Zip: _____
Phone: _____ Fax: _____

WEB SITE INFORMATION

Name of Business: _____

Street Address: _____

City, State & Zip Code: _____

General Information Phone: _____

General Information Fax: _____

E-Mail: _____

Web site: _____

BUSINESS CATEGORY (PLEASE CHECK ONE)

- | | |
|--|--|
| <input type="checkbox"/> Accommodations (Hotels/Motels, Bed & Breakfast, Resorts,
RV/Trailer Parks, Campgrounds, Cabins & Cottages) | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Restaurants (Eating Places, Drinking Places & Night Clubs) | <input type="checkbox"/> Attractions |
| <input type="checkbox"/> Transportation Services | <input type="checkbox"/> Recreation |
| | <input type="checkbox"/> Travel Services |

Form completed by: _____

Please fax completed form to 916-322-3402. Or mail to the California Travel and Tourism Commission, c/o the California Trade & Commerce Agency, P.O. Box 2007, Sacramento, CA 95812-2007.

California Travel & Tourism Commission

List of Commissioners

(As of December 14, 2001)

CHAIR – Lon Hatamiya, Secretary, California Technology, Trade and Commerce Agency

APPOINTED COMMISSIONERS BY REGION

Deserts, Mike Fife, Palm Springs Desert Resorts Convention & Visitors Authority

San Diego County, Vacancy

Inland Empire, Ted Weggeland, Entrepreneurial Hospitality Corp.

Orange County, Bill O'Connell, Stovalls Best Western

Los Angeles County, Tadao Fujiwara, M.D.

Central Coast, Ted Balestreri, Cannery Row Company

High Sierra, Dennis Harmon, Heavenly Ski Resort

San Francisco Bay Area, John Marks, San Francisco Convention and Visitors Bureau

Gold Country, CTTC Chief Financial Officer, John Kautz, Kautz Ironstone Vineyards

Central Valley, Vacancy

Shasta Cascade, John Koeberer, California Parks Company

North Coast, Vacancy

ELECTED COMMISSIONERS BY INDUSTRY

Accommodations

CTTC Vice Chair - Jim Abrams, California Hotel and Lodging Association (1/06)

James J. Amorasia, Motel 6 Operating L.P. (1/04)

Glyn Davies, California Bed & Breakfast Representative (1/04)

Mark Erskine, San Diego Marriott Hotel and Marina (1/06)

Anne Evans, Evans Hotels (1/04)

Michael Gelfand, Terra Vista Management (1/06)

Charles Hays, Far Horizons 49er Village Resort (1/06)

Greg Hendel, Best Western Palm Springs (1/06)

Rick Lawrance, California Lodging Industry Association (1/06)

Chris Middleton, American Hotels, Inc. (1/04)

Gene Zanger, CASA de FRUTA (1/04)

Restaurants and Retail

Ted Burke, Shadowbrook Restaurant (1/06)

Ric Service, Las Casuelas Terraza (1/04)

Tom Voltin, SAKS Fifth Avenue (1/04)

Bill Dombrowski, California Retailers Association (1/06)

Attractions and Recreation

Claire Bilby, Disneyland Resort (1/06)

Larry Kurzweil, Universal Studios Hollywood (1/04)

CTTC Vice Chair - Bob Roberts, California Ski Industry Association (1/06)

Transportation and Travel Services

Michael Gallagher, City Pass, Inc. (1/04)

Anastasia K. Mann, The Corniche Group (1/04)

Rita Vandergaw, Port of San Diego (1/06)

Terry MacRae, Hornblower Cruises & Events (1/04)